RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Frank:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **15** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light Men 100	12300-24963	1
FF 100	12300-24962	1

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**January 26, 1998**
Ship Date to Retail:	**Week of: February 9, 1998**
SKU CUBE :	**0.4965**
SKU WT (w/o Product):	**1.1700 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$196.39**

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Source: https://www.industrydocuments.ucsf.edu/docs/fgmy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*2 CARTONS EACH BRAND STYLE: *DORAL LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$9.80 (.70 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/fgmy0000

WHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	1			29160	(717)683-5737
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	1				(717)675-2811
162208	162220	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	1				(717)693-3395
162208	162220	247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	1				(717)675-8411
162208	162222	380071	WILBURS COUNTRY STO	RR 2 BOX 60	FALLS	PA	18615	1				(717)388-6700
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	1				(717)387-0710
162208	162222	777376	COOLBAUGHS	RR 1 BOX 203	PITTSTON	PA	18643	1			20055	(717)388-6558
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	1				(717)829-8188
173804	173845	775531	FUN SHOP	103 W INDEPENDENC	SHAMOKIN	PA	17872	1			332400	(717)648-4821
173806	173820	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	1				(717)459-2414
173806	173820	651406	WYCHOCKS MT TOP BEV	75 S MOUNTAIN BLV	MOUNTAIN TOP	PA	18707	1				(717)474-5577
173806	173824	711846	FRACKVILLE NEWS	31 S LEHIGH ST	FRACKVILLE	PA	17931	1			25510	(717)874-0850

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 12

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 12

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WHOLESALER PACKING INSTRUCTIONS

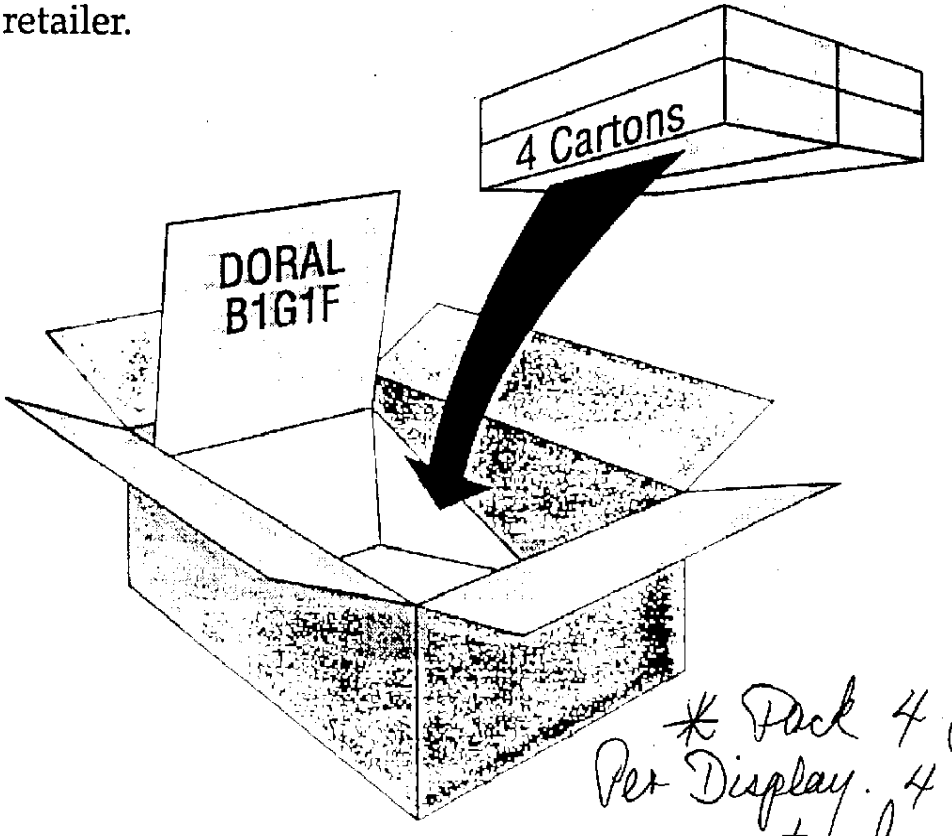
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* Pack 4 Cartons Per Display. 4 Styles may not be shipped to all DIRECT Accts.

Item: # 536645
Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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DORAL

February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free**.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

2-Pack Sleeve

Paster

Counter Display

The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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